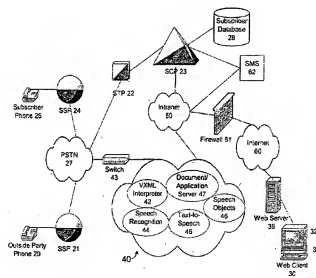


## REMARKS

Upon entry of the present Amendment, independent claims 1, 8 and 15 are amended, and new dependent claims 21-23 are added.

In the above-referenced final Official Action, the Examiner finally rejected claims 1-20 under 35 U.S.C. § 103(a) as being unpatentable over KOCH (U.S. Patent Application Publication No. 2004/0111269) in view of ZIMMERS et al. (U.S. Patent No. 6,816,878) and further in view of COFFEE et al. (U.S. Patent Publication No. 2006/0182055). Applicants respectfully traverse the Examiner's rejection, at least for the reasons stated below.

Independent claims 1, 8 and 15 have been amended to recite features of a web client for creating and changing an announcement without changing an announcement identification. More specifically, independent claims 1, 8 and 15 have been amended to recite a web client which is present in the exemplary embodiment illustrated in Fig. 1 and described in paragraphs [0096, 0101, 0102]. For the convenience of the reader, Fig. 1 is reproduced below:



The prior art cited in the most recent final Official Action fails to disclose a web client that allows a user to create and change the claimed announcement without changing the announcement identification. Accordingly, for all of the reasons stated above, it is requested that the Examiner withdraw the rejections of claims 1, 8 and 15 and provide an indication of their allowability.

With regard to claims 2–7, 9–14 and 16–23, Applicants assert that they are allowable at least because they depend, directly or indirectly, from independent claims 1, 8 and 15, respectively, which Applicants submit have been shown to be allowable. Accordingly, Applicants respectfully request reconsideration of the outstanding rejections and an indication of the allowability of all of the claims in the present application.

In view of the herein contained amendments and remarks, Applicants respectfully request reconsideration and withdrawal of previously asserted rejections set forth in the Official Action of April 3, 2007, together with an indication of the allowability of all pending claims, in due course. Such action is respectfully requested and is believed to be appropriate and proper.

Any amendments to the claims, which have not been specifically noted to overcome a rejection based upon the prior art, should be considered to have been made for a purpose unrelated to patentability, and no estoppel should be deemed to attach thereto.

Should an extension of time be necessary to maintain the pendency of this application, the Commissioner is hereby authorized to charge any additional fee to Deposit Account No. 19-0089. If the Examiner has any questions or comments regarding

this response, or the present application, the Examiner is invited to contact the undersigned at the below-listed telephone number.

Respectfully Submitted,  
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